



# Pedro Arruda

## Communications/Content Production

An extremely capable, motivated and flexible worker with over 20 years experience working in different areas of the Digital/Communication Industry. A keen learner who takes on board new ideas and practices who helped the IOC creating its own social media voice since 2014. Multiple creative with a conceptual and strategical mind and a passion for content production. Absolutely passionate about sports, especially football.

## Contact

### Phone/ Email

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### Address

Route de la plaine, 14  
Chavannes-Près-Renens (VD), Switzerland

## Education

2014

### Executive Masters in Sport Organisations Management (MEMOS)

University of Lleida (Spain)

2012

### Post Graduate course in Humanitarian Aid and Development Pontifical Catholic University (Brazil)

1999

### Bachelor of Communications Faculdades Int. H. Alonso (Brazil)

## Expertise

- Content production
- Storytelling
- Social media content

## Language

English - Professional working proficiency

Spanish - Professional working proficiency

French - Limited working proficiency

Portuguese - Native proficiency

## Experience

2014 - 2025



International Olympic Committee | Lausanne, Switzerland

### Global Social Media Manager (2020 - 2025)

Helped the IOC building its social media voice, setting a new process for production of engaging content that deeply connects with global and local audiences. Leading a workstream around the creation and curation of assets. Production, distribution and management of campaigns and multimedia pieces, working closely with teams responsible for global/geographical zones (9 different languages) and several platforms (Facebook, Instagram, YouTube, TikTok, X, Weibo, VK and others). On the spot, part of the IOC Mission in four Olympic Games and two Youth Olympics.

2008 - 2014



Brazilian Olympic Committee | Rio de Janeiro, Brazil

### Communications Supervisor

Created the first social media platform of the Brazilian Olympic Committee in 2010; Coordinated content production across various websites and social media channels for Team Brazil and Brazilian School Games. Content production for the website campaign of the Rio 2016 Olympic Bid. On the spot, part of the Brazilian Mission: Olympic Games London 2012, Pan American Games Guadalajara 2011 and Youth South American Games Lima 2013.

2007 - 2008



Bola Pra Frente Institute (NGO) | Rio de Janeiro, Brazil

### Partnerships Supervisor

Responsible for the fundraising process and corporate partnerships. The Institute was founded by the 1994 FIFA World Cup winner Jorginho and, since 2000, has used sport and culture as tools for social development in socially vulnerable communities in the neighborhoods of Guadalupe, Noth Zone of Rio.

## Portfolio



<https://pedro-arruda.journoportfolio.com/>

## Reference

### Alex Huot

Former Head of Social Media, IOC

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### Isabel Cataldi

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